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INDIANA ARTS COMMISSION
Public Awareness Committee
September 15, 2003

IAC CONFERENCE ROOM, IGCS

Jack Schriber, Committee Chairman

I. Welcome and Introductions

Mr. Jack Schriber called the meeting to order at 10:15 a.m.

Committee members present: Leonard Pas, chair; Jim Bodenmiller, Susan Zurbucken, Steve Tuchman, Marie Hendrickson, Jane Rulon, Sandi Clark, and Will Clark.

IAC Staff present: Dorothy Ilgen, Monica Peterson, and Rex Van Zant.

II. Approval of Meeting Agenda

The meeting agenda was approved as presented.

III. Approval of June 5, 2003 Meeting Minutes

Minutes from June 5, 2003 meeting were approved as presented.

IV. Update on Governor's Arts Awards

Mr. Van Zant reported on the plan for distribution of the promotional poster. Mr. Tuchman suggested that electronic files of the poster image be sent to members of the media. Mr. Van Zant reported that Joshua Bell's agent is willing to set up a telephone press conference with Joshua. Ms. Rulon suggested contacting the State Media Center to see if this could be done at no cost to the IAC. The IAC would coordinate media invitations.

Mr. Van Zant reported on the status of the video-loop production plans developed through a partnership agreement with the Indiana Department of Education. The committee agreed by consensus to include the video vignette productions into the presentation ceremony as introduction segments for the recipients.

The committee authorized staff to take steps necessary to revise wording of the invitations if this could be done in time for mailing.

V. Update on Arts Trust License Plate

Mr. Van Zant reported on updated sales figures through the month of August. A total of 922 plates were purchased in August. Total plate sales for the year totaled 5,187. Cumulative plate sales since introduction in 2000 totaled 10,378, and estimated revenue generated to the Cultural Trust Fund by plate sales totaled \$259,450.

Ms. Karon asked if there had been any progress on changing the wording of the legislation that would enable the IAC to access Cultural Trust revenue. Ms. Ilgen reported that this matter is being discussed with the Governor's Office.

VI. Update on E-communications

Mr. Van Zant reported on current subscription distribution numbers for ArtsEye. Ms. Ilgen reported that several additions have been made, or are in the process of being made to the agency website including a section of technical assistance that Ms. Ilgen is writing. Daniel Grant, a nationally-known freelance writer, is now providing content on issues for artists in the IAC website.

VII. Update on Strategic Communications Plan

Mr. Van Zant reported that several of the revised Strategic Communications Plan goals and objectives highlighted at the last committee meeting have been achieved. Ms. Ilgen pointed out that further revisions to the Communications Plan may need to be further assessed upon release of the Crowe-Chizek audit findings.

VIII. Old Business

Mr. Van Zant distributed copies of media articles related to IAC grants, also and Indianapolis Star feature story on arts funding in which the IAC was well presented.

IX. New Business

Mr. Pas informed the committee that he had requested the Commission Chair consider appointment of, or extending invitations to, members of the House and Senate leadership to attend meetings of the Public Awareness Committee. Mr. Tuchman agreed this could be a good idea, but suggested that the Governor's office be made aware of any such intentions.

Ms. Peterson reported to the committee on her recent trip to Washington, D.C. accompanying Traditional Arts Indiana and an Indiana traditional gospel singing group invited to perform at the Library of Congress and the Kennedy Center for the Performing Arts.

Mr. Tuchman reported that he was the only Commissioner to attend the last First Lady's Arts Series reception. He offered that these events are an extraordinary opportunity to speak with the Governor and First Lady about the arts and the mission of the IAC. He commented that he had an opportunity to speak one-on-one with the late Governor about digital photography.

X. Adjourn

The meeting adjourned at 11:55 a.m.

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